

MINI MBA - 1ST COHORT

“Accelerate your leadership journey with a condensed, high-impact MBA experience.”

Schedule

Date	Venue	Fees (Face-to-Face)
13 - 17 Jul 2026	New York, USA	USD 3,495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This intensive 5-day Mini MBA program delivers key MBA-level concepts designed to elevate your strategic thinking, leadership, and business acumen. Whether you are a rising manager, entrepreneur, or experienced professional, this program offers a compact yet comprehensive exposure to the core elements of business leadership, helping you bridge theory with real-world application.

With an expert faculty and an interactive format, the program will challenge your assumptions, sharpen your decision-making, and equip you with a toolkit to lead in complex, fast-paced environments.

Objectives

By the end of this course, participants will be able to:

- Understand and apply foundational MBA concepts across strategy, marketing, finance, leadership, and operations
- Enhance strategic decision-making and business judgment
- Develop leadership competencies for driving change and innovation
- Analyze financial statements and apply key financial principles to business decisions
- Apply marketing insights to align products and services with customer needs
- Build a personal action plan to drive business results and career growth

Why Attend

- **Executive-Level Learning:** Gain MBA-level knowledge without the full-time commitment.
- **Practical Tools:** Walk away with frameworks and tools you can apply immediately.
- **Networking:** Connect with peers and industry leaders from diverse backgrounds.
- **Career Acceleration:** Strengthen your profile for senior leadership roles or entrepreneurial ventures.
- **Global Perspective:** Understand the dynamics of international business in today's fast-changing markets.

Target Audience

This program is designed for:

- Mid-level managers aiming for senior leadership roles
- Entrepreneurs seeking to sharpen their business acumen
- Experienced professionals looking for a refresher on core business disciplines
- Specialists (finance, marketing, operations) wanting a broader cross-functional understanding
- Anyone preparing for executive education or considering a full MBA

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and competitive analysis
- Financial literacy and decision-making
- Marketing strategy and customer alignment
- Leadership, negotiation, and change management
- Operational excellence and performance improvement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced leadership capacity to drive organizational goals
- Improved cross-functional collaboration and alignment
- Stronger ability to analyze market trends and competitive dynamics
- Greater financial discipline and budget accountability
- Innovative thinking to fuel business transformation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- **Expert Lectures** – Delivered by senior faculty and industry experts
- **Case Studies** – Analysis of real-world business challenges and successes
- **Interactive Workshops** – Hands-on exercises in leadership, strategy, and finance
- **Peer Collaboration** – Group discussions and networking opportunities
- **Action Planning** – Development of personal and organizational action plans

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 9:00 AM – 5:00 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 10:30 & 3:00 | Lunch: 12:30 – 1:30

Day 1: Strategic Leadership and Business Environment

- Understanding the global business landscape
- Strategic thinking and competitive advantage
- Leadership styles and influence

Day 2: Finance for Non-Financial Managers

- Reading and interpreting financial statements
- Budgeting, forecasting, and financial planning
- Financial decision-making tools

Day 3: Marketing and Customer Strategy

- Understanding customer needs and segmentation
- Branding, positioning, and marketing strategy
- Digital transformation in marketing

Day 4: Operations and Organizational Excellence

- Process improvement and operational efficiency
- Managing change and innovation
- Building high-performance teams

Day 5: Integrative Leadership and Capstone

- Leading through uncertainty and complexity
- Negotiation and stakeholder management
- Action planning and personal development roadmap

Certification

Participants will receive a Certificate of Completion in Mini MBA – 1st Cohort, recognizing their mastery of key business and leadership concepts.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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